

ANALISIS PERBAIKAN PERFORMANSI KUALITAS LAYANAN INTERNAL DAN EKSTERNAL PENDIDIKAN TINGGI DENGAN PENDEKATAN AHP

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ABSTRAK

Kualitas Sumber Daya Manusia merupakan kunci menentukan nasib suatu bangsa. Bangsa yg memiliki SDM berkualitas adalah bangsa yang memiliki daya saing. Jalur utama untuk mencetak SDM berkualitas adalah melalui Perguruan Tinggi (PT) yg berkualitas. Daya saing bangsa dan kualitas Pendidikan Tinggi Indonesia masih rendah sehingga PT dituntut melakukan upaya perbaikan mutunya. Perbaikan mutu dari perspektif pelanggan dilakukan melalui 2 macam *assessment*, yaitu: *Assessment* INTQUAL yaitu penilaian kualitas layanan internal melalui perspektif dosen dan *Assessment* EXQUAL yaitu penilaian kualitas layanan eksternal melalui perspektif mahasiswa dimana keduanya mengadopsi 5 dimensi SERVQUAL dari Parasuraman dan pengolahannya menggunakan *Fuzzy-SERVQUAL*. Sedangkan perseptif manajemen menggunakan pendekatan AHP sehingga keluaran penelitian ini adalah pengambilan keputusan strategi perbaikan performansi mutu layanan internal dan eksternal Pendidikan Tinggi. Hasil penelitian menyimpulkan: Pertama: Skor gap *performance* semua item baik pada instrumen INTQUAL maupun EXQUAL menunjukkan nilai gap negatif (*expectations > perceptions*), sehingga performansi mutu layanan internal dan eksternal yang diberikan PT pada saat ini “tidak memuaskan” karena belum dapat memenuhi harapan dan kepuasan baik kepada dosen maupun mahasiswanya. Pada instrumen INTQUAL: Skor gap *performance* dosen per dimensi terendah berada pada dimensi *Reliability* (-1.24), meliputi 4 indikator (I_REA, I_REB, I_REC dan I_RED). Pada instrumen EXQUAL: Skor gap *performance* mahasiswa per dimensi terendah berada pada dimensi *Responsiveness* (-1.24), meliputi 4 indikator (I_RSA, I_RSB, I_RSC dan I_RSD). Kedua: Memperhatikan 4 kriteria secara bersamaan maka prioritas utama Strategi Perbaikan INTQUAL Dimensi *Reliability* adalah Strategi (a): Menyusun SOP Kompensasi Dosen dan Karyawan serta Implementasinya secara tepat. Sedangkan prioritas utama Strategi Perbaikan EXQUAL Dimensi *Responsiveness* adalah Strategi (d): Menyusun SOP Pelayanan Akademik dan Mahasiswa dan implementasinya secara tepat.

Kata kunci: INTQUAL, EXQUAL, *Fuzzy-SERVQUAL*, AHP.





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IMPROVING PERFORMANCE ANALYSIS OF INTERNAL AND EXTERNAL SERVICE QUALITY ON HIGHER EDUCATION WITH USING AHP METHOD

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ABSTRACT

Quality of Human Resources (HR) is the key to determining the fate of a nation. Nations that have good quality human resource is one that has a competitive advantage. Main line to produce human resources that have good quality is through the academic process of Higher Education (HE) that qualified. The competitiveness of the nation's advantages and the quality of Higher Education State of Indonesia is still low so the university charged with their quality improvement efforts. Improvement of the quality of the customer's perspective through 2 kinds of assessment, INTQUAL Assessment is an assessment of internal service quality from the perspective of lecturers and EXQUAL Assessment is an assessment of external service quality from the perspective of students in which they adopted from Parasuraman SERVQUAL 5 dimensions and processing using Fuzzy-SERVQUAL approach. Meanwhile, from the perceptive management is using AHP method so that the output of this research is the improvement of the performance of decision-making strategies of internal and external service quality Higher Education. The research concludes: First: The performance gap score of all items, on both instruments EXQUAL and INTQUAL shows a negative gap values (expectations > perceptions), so the performance of internal and external service quality delivered by the universities at the moment is "unsatisfactory" because it can not meet the expectations and satisfaction to both lecturers and students. In the INTQUAL instruments: Score each dimension performance gap was lowest in the dimensions of Reliability (-1.24), includes 4 indicators (I_REA, I_REB, I_REC and I_RED). In the EXQUAL instruments: Score each dimension performance gap was lowest in the Responsiveness dimension (-1.24), includes 4 indicators (I_RSA, I_RSB, I_RSC and I_RSD). Second: Based on 4 criteria simultaneously INTQUAL Improvement Strategy, the highest priority on Dimension Reliability, is a strategy (a): Develop SOP the Lecturers and Employee Incentives and the appropriate implementation. As for the Improvement Strategy EXQUAL, then the highest priority on the Responsiveness dimension, is the strategy (d): Develop SOP Student and Academic Services and the appropriate implementation.

Key words: INTQUAL, EXQUAL, Fuzzy-SERVQUAL, AHP.





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